

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Release of Advertisement for publication in “India the Journey” - 2008 Annual Edition, through M/s. Akshara Advertising Agency – Publication Charges – Sanction of Rs. 1,20,000/- - Orders – Issued.

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G.O.Rt.No 272.

Dated: 12 -03-2009

Read the following:

- 1 Govt. Lr.No.30079/PMU/PRO/2007, YAT&C (PMU) Department. dt. 18.10.2007.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No.297/Display-PP/Advt.I-2/2007-08, I&PR Department, dt.18-01-2008.
- 6 Bill No. S/100/08, dt. 30.06.2008 of M/s. Akshara Advertising Agency, Hyderabad.

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**ORDER:**

With a view to promote Tourism in Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements an various tourists destinations of A.P. for publication in various magazines as a tourism promotion initiative. As a follow up of this initiative, the Department of YAT & C (PMU) has released an advertisement for publication in “India the Journey” – 2008, Annual Edition, through M/s. Akshara Advertising Agency, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 1,22,225/- vide letter 6<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.1,20,000/- (Rupees One Lakh Twenty Thousand only) towards publication of the advertisement in “India the Journey” - 2008 Annual Edition.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference - 500 – other charges – 503 – other expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Akshara Advertising Agency, Hyderabad, after deducting Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To,  
M/s. Akshara Advertising Agency, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs

**//Forwarded :: By Order//**

**SECTION OFFICER**